

**WWW.MBIMEDIA.COM**

**800-700-1999**

*"Communicate with Confidence"*



## **GSA Schedule 541 Contractor**

**CONTRACTOR: McCormick-Busse, Inc. dba MBI Media**

957 South Village Oaks Drive, Suite 100 Covina, CA 91724-0607



Dear Federal Buyer,

When you are looking for a company that will never compromise on quality, diligently watch budgets and focus completely on customer service, then partner with MBI Media and you will find an amazing, long lasting relationship that you will count on, time and time again.

With Senior Staff having more than 120 years of combined media experience, covering some of the most challenging assignments in America, we are extremely excited about providing GSA superb services and excellent quality control. As a multiple Emmy and Telly award-winning corporation, we will provide you with a full-spectrum of creative services that integrates video and 3D animation, graphic design, web-design/programming/administration and aerial/digital photography.

Our customer base transcends a typical client list by incorporating local, regional, state and federal government agencies, cities, municipalities, large corporations, small businesses and non-profits. We are currently working on some of the largest infrastructure projects in the United States and maintain the highest of standards of decorum, determination and teamwork. Our high ethical standards stand strong.

MBI is a 100% woman-owned business with dedicated staff providing reliable, quality work. That is why our moniker, "Communicate with Confidence" is so important – it reflects our desire to have you completely happy with every aspect of your project before we call it finished.

You may contact us free of charge to discuss any project, anywhere. I personally give you my guarantee that my staff will always adhere to the highest of standards, which makes MBI an outstanding choice for your next project.

Thank you very much for your kind consideration and I look forward to speaking with you soon.

My best,

Mary McCormick  
President & Chief Executive Officer





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Communicate  
*with*  
CONFIDENCE

## GENERAL INFORMATION

### **Advertising & Integrated Marketing Solutions for Federal Government GSA Schedule 541 Contractor**

**GENERAL SERVICES ADMINISTRATION FEDERAL ACQUISITION SERVICE  
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

**SCHEDULE TITLE:** Federal Supply Schedule Solicitation No 7FCB-H2-070541-B, for Multiple Award Schedule 541, entitled Advertising & Integrated Marketing Solutions (AIMS)

- **Contract Numbers GS-07F-0510X and GS-07F-0511X**
- **CONTRACT PERIOD: May 16, 2011 through May 15, 2016**

**CONTRACTOR:**

McCormick-Busse, Inc dba MBI Media  
957 South Village Oaks Drive, Suite 100  
Covina, CA 91724-0607  
Phone number: (626) 967-1510  
Fax number: (626) 967-1718  
Website: [www.mbimedia.com](http://www.mbimedia.com)

**CONTRACTOR'S ADMINISTRATION SOURCE:**

Ms. Chris Michel  
957 South Village Oaks Drive, Suite 100  
Covina, CA 91724-0607  
Phone number: (626) 967-1510  
E-Mail: [cmichel@mbimedia.com](mailto:cmichel@mbimedia.com)

## MBI PRICE LIST



Service Type	Labor Description	GSA Rate Including IFF	Unit
<b>541 1 Advertising</b>	Task Leader	\$162.92	Hourly
	Senior Project Manager	\$148.11	Hourly
	Project Manager	\$94.71	Hourly
	Account Coordinator	\$64.18	Hourly
	Administrative Assistant	\$44.43	Hourly
	Writer	\$123.43	Hourly
	Graphic Designer	\$89.97	Hourly
<b>541 3 Web Marketing</b>	Task Leader	\$162.92	Hourly
	Senior Project Manager	\$149.18	Hourly
	Project Manager	\$93.86	Hourly
	Account Coordinator	\$64.18	Hourly
	Web Master/Administrator	\$83.27	Hourly
	Web Designer	\$79.90	Hourly
	Graphic Designer	\$83.27	Hourly
	Library Administrator	\$64.18	Hourly
	Editor	\$70.53	Hourly
	Video	\$72.64	Hourly
<b>541 4B Video/Film</b>	Task Leader	\$162.92	Hourly
	Senior Project Manager	\$148.11	Hourly
	Project Manager	\$93.80	Hourly
	Project Coordinator	\$74.06	Hourly
	Producer	\$123.93	Hourly
	Director	\$148.11	Hourly
	Video Camera Operator	\$123.43	Hourly
	Editor	\$149.87	Hourly
	Writer	\$123.43	Hourly
	Narrator	\$123.43	Hourly
	Production Assistant	\$74.06	Hourly
	Graphic Designer	\$94.67	Hourly
<b>541 4E Photography</b>	Task Leader	\$162.92	Hourly
	Senior Project Manager	\$123.93	Hourly
	Project Manager	\$93.80	Hourly
	Account Coordinator	\$64.18	Hourly
	Photographer	\$123.43	Hourly
	Photo Assistant	\$74.66	Hourly
<b>541 F Graphic Design</b>	Task Leader	\$162.92	Hourly
	Senior Project Manager	\$148.11	Hourly
	Project Manager	\$94.71	Hourly
	Account Coordinator	\$64.18	Hourly
	Administrative Assistant	\$44.43	Hourly
	Graphic Designer	\$89.92	Hourly



## MBI ODCs OTHER DIRECT COST PRICE LIST

SIN(s)	Support Product/Labor (ODCs)	Unit of Issue	Price Offered to GSA (Including IFF)
541-1000	Inland Valley 2"x7"	Per Day	\$787.81
541-1000	OC Register 2"x7" Plus Banner	Per Day	\$4,338.54
541-1000	Press Enterprise 2x7	Per Day	\$1,478.29
541-1000	Aerial Photography - Helicopter	Hourly (3 hour Min)	\$2,136.02
541-1000	Aerial Videography	Hourly (3 hour Min)	\$2,136.02
541-1000	Narrator	Per 10 Min Video	\$1000.00
541-1000	<b>Printing</b>		
541-1000	11x17 Color Brochure	200 Quantity	\$677.08
541-1000	Brochure - Color	100 Quantity	\$772.80
541-1000	Studio Rental	Per Day	\$2,821.16
541-1000	Translation Services	Per Word	\$0.20
541-1000	Translation Services-Editing/Proofing	Per Hour	\$75.57
541-1000	Video Camera - Rental	Per Day	\$856.42
541-1000	Web Hosting monthly	Per 50 Gigs	\$404.02
541-1000	Web Streaming	Per Month	\$361.71
541-2000	Inland valley 2"x7"	Per Day	\$787.81
541-2000	OC Register 2"x7" Plus Banner	Per Day	\$4,338.54
541-2000	Press Enterprise 2x7	Per Day	\$1,478.29
541-2000	Aerial Photography - Helicopter	Hourly (3 hour Min)	\$2,136.02
541-2000	Aerial Videography	Hourly (3 hour Min)	\$2,136.02
541-2000	Narrator	Per 10 Min Video	\$1000.00
541-2000	<b>Printing</b>		
541-2000	11x17 Color Brochure	200 Quantity	\$677.08
541-2000	Brochure - Color	100 Quantity	\$772.80
541-2000	Studio Rental	Per Day	\$2,821.16
541-2000	Translation Services	Per Word	\$0.20
541-2000	Translation Services-Editing/Proofing	Per Hour	\$75.57
541-2000	Video Camera - Rental	Per Day	\$856.42
541-2000	Web Hosting	Per 50 Gigs (Monthly)	\$404.02
541-2000	Web Streaming	Per Month	\$361.71



# PARTIAL LIST OF MBI CLIENTS



Metro



The Port of  
LONG BEACH



SOUTHERN CALIFORNIA  
**EDISON**



AECOM



**OPERATION  
LIFESAVER**  
Rail Safety Education



METROLINK



SOUND ENERGY SOLUTIONS



LOS ANGELES  
COMMUNITY COLLEGE  
DISTRICT



Kiewit



Foothill Transit



Riverside County Transportation Commission



JACOBS

URS



LONG BEACH PILOTS  
SINCE 1924



DMJM/JGM



Los Angeles World Airports



CMAA  
Southern California Chapter



ARCADIS

Infrastructure, environment, buildings



WPCI



Hatch Mott  
MacDonald

PARSONS



NATIONAL ASSOCIATION OF  
WOMEN BUSINESS OWNERS



CH2MHILL



Harris & Associates.



Hensel Phelps  
Construction Co.

Hill International



Cal EMA  
CALIFORNIA EMERGENCY  
MANAGEMENT AGENCY

TYLIN INTERNATIONAL

PSOMAS



KLEINFELDER  
Bright People. Right Solutions.



SUNCOR  
ENERGY



Mobility 21

A SOUTHERN CALIFORNIA  
TRANSPORTATION COALITION



Water and Power

Since 1913

ENVIRON

CALTROP

dermalogica



SAN JOSE  
INTERNATIONAL  
AIRPORT



WTS

Advancing Women in Transportation



Stantec



APWA  
Your Comprehensive Public Works Resource

## CUSTOMER INFORMATION



### 1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

Contract #	SIN	Description
GS-07F-0510X	541-3	Web Based Marketing Services
GS-07F-0510X	541-4F	Commercial Art & Graphic Design
GS-07F-0510X	541-4E	Commercial Photography
GS-07F-0510X	541-2000	Other Direct Costs
GS-07F-0511X	541-1	Advertising Services
GS-07F-0511X	541-4B	Video/Film Production
GS-07F-0511X	541-1000	Other Direct Costs

### 1b. LOWEST PRICED SERVICE AND PRICE FOR EACH SIN:

(Government net price based on a unit of one)

SIN	Category	PRICE
All SIN's	Administrative Assistant	\$44.43/Hr

### 1c. HOURLY RATES: See Commercial Price List

### 2. MAXIMUM ORDER\*: \$1,000,000 per SIN

\*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

### 3. MINIMUM ORDER: \$100

**4. GEOGRAPHIC COVERAGE:** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

### 5. POINT(S) OF PRODUCTION: Covina, CA







**6. DISCOUNT FROM LIST PRICES:** Prices listed are GSA Net, Discount Deducted.

For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%.

**7. QUANTITY DISCOUNT(S):** 0%

**8. PROMPT PAYMENT TERMS:** Net 30 Days

**9a. Government Purchase Cards are accepted at or below the micro-purchase threshold.**

**9b. Government Purchase Cards are accepted above the micro-purchase threshold.**

**10. FOREIGN ITEMS:** None

**11a. TIME OF DELIVERY:** To be determined at time of task order.

**11b. EXPEDITED DELIVERY:** Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.

**11c. OVERNIGHT AND 2-DAY DELIVERY:** Overnight and 2-day delivery are available. Contact the Contractor for rates.

**11d. URGENT REQUIRMENTS:** Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

**12. FOB POINT:** Destination

**13a. ORDERING ADDRESS:** McCormick-Busse, Inc. dba MBI Media  
957 South Village Oaks Drive, Suite 100  
Covina, CA 91724-0607

**13b. ORDERING PROCEDURES:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3

**14. PAYMENT ADDRESS:** McCormick-Busse, Inc. dba MBI Media  
957 South Village Oaks Drive, Suite 100  
Covina, CA 91724-0607

**15. WARRANTY PROVISION:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

**16. EXPORT PACKING CHARGES:** Not applicable

**17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** (any thresholds above or below the micro-purchase level)

**18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):**  
Not applicable

**19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** Not applicable

**20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** Not applicable

**20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** Not applicable

**21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** Not applicable

**22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** Not applicable

**23. PREVENTIVE MAINTENANCE (IF APPLICABLE):** Not applicable

**24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):** Not applicable

**24b. SECTION 508 COMPLIANCE:** *information is available on electronic and information technology (eit) supplies and services and show where full details can be found. the eit standards can be found at [www.section508.gov](http://www.section508.gov) [www.section508.gov](http://www.section508.gov) : contact contract administrator for more information*

**25. DUNS NUMBER:** 962644076

**26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:** Currently Active



## COMPANY BACKGROUND



**McCormick-Busse Inc. dba MBI Media** is a strategic communications company based in the Los Angeles area. We're an Emmy winning, woman owned (WBE), small business (SBE) with 22 years of **Web Based Marketing, Commercial Art & Graphic Design, Commercial Photography, Advertising, and Video/Film Production Services.**



President  
**Mary McCormick**  
over 35 years of industry  
experience



VP of Production  
**Jim Hattendorf**  
over 40 years with TV  
and broadcast logistics



VP of Admin and Finance  
**Chris Michel**  
over 25 years  
management experience



Our top managers combine for more than 75 years of management experience. And our “in-house” studios include:

- VIDEO PRODUCTION
- PHOTOGRAPHY
- GRAPHIC DESIGN
- WEB DESIGN



*MBI communicates  
your most important  
messages with  
**CONFIDENCE!***



*I was so moved by a couple of the segments! I confess to tears, and I think our presentation of the scholarship awards will be absolutely wonderful! The entire video is just perfect and exactly what I was hoping we would end up with.*

- Cherie Eifler, CPSM Associate Business Development/Marketing  
Diaz•Yourman & Associates,  
Women in Transportation Seminars

*I just took a quick peek at the video and I am so impressed I can't wipe the smile off my face. Thank you so much for bringing it to life.*

- Kathy Schuler, Principal Engineer, San Diego County Water Authority, All American Canal Lining Project

*I just want to say that your video presentation was nothing short of fantastic. We are very fortunate to have the MBI Team at our HAIC Salutes. Your video is absolutely the highlight of the event.*

- Richard Jenkins, Harbor Association of Industry and Commerce Board of Directors / Jenkins Environmental Associates





### **GSA SPECIAL ITEMS NUMBERS (SIN)**

**Contract GS-07F-0510X (Set Aside for Small Business)**

### ***541-3 --- Web Based Marketing Services:***

Develop strategies for an agency to provide the maximum use of their Internet capabilities. Tasks may involve the consultation, development and implementation of the following web based tasks:

- Website design and maintenance services
- Web-based marketing services
- Search engine development-mail marketing
- Interactive Web based training
- Webcasting
- Video conferencing via the web Section 508 compliance, including: captioning services
- Online media management related activities to web based marketing services
- Media will be provided in a format compatible with the ordering agency's software requirements.
- Continual website updates and maintenance may also be required



# WEB DESIGN & DEVELOPMENT EXAMPLES



JONES & CO.  
New Website Design and Development



PARSONS  
Web Archival Library Design and Development



REGIONAL PARKS  
New Website Design Concept



LOS ANGELES COMMUNITY COLLEGE DISTRICT  
New Website Design and Development



## 541-4F Commercial Art and Graphic Design Services:



Commercial art, graphic design, and special effects that educate the consumer market about a product or service, may be required along with updating, rewriting, and/or editing materials. Types of services may include, but are not limited to: Developing conceptual design and layouts, Providing copywriting and technical writing services, Creating sketches, drawings, publication designs, and typographic layouts furnishing custom or stock artwork (including electronic artwork).



CAMBRIDGE SYSTEMATICS Graphic Design and 3D Modeling



# GRAPHIC DESIGN EXAMPLES



**M Metro** **SR-710 GAP CLOSURE ANALYSIS**

**PLEASE JOIN OUR SR-710 CONVERSATIONS**

Metro is rolling out three phases of educational outreach preparing you and your communities for a vital environmental process surrounding the SR-710 gap closure analysis.

**>>> PHASE 1:** Metro will review past and present Freeway and Expressway history.

**>>> PHASE 2:** Metro will discuss how the California Environmental Protection Agency (CEQA) & the National Environmental Protection Agency (NEPA) positively influence public policy.

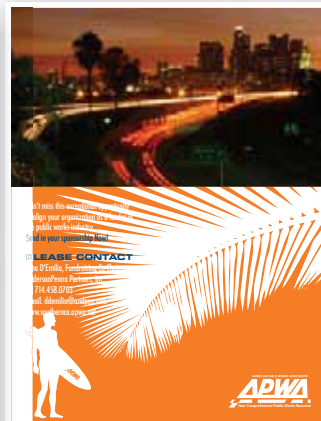
**>>> PHASE 3:** Phase 1 and 2 are essential preparation for these environmental scoping meetings to begin in March.

**TUESDAY • FEBRUARY 15TH**  
**6-8 PM**

Jefferson Middle School Auditorium  
1392 E. Las Tunas Drive  
San Gabriel, CA 91776

for all addresses and times please visit:  
[www.metro.net/sr710conversations](http://www.metro.net/sr710conversations) or  
[Facebook.com/sr710conversations](https://www.facebook.com/sr710conversations)

METRO SR-710 Flyer Design



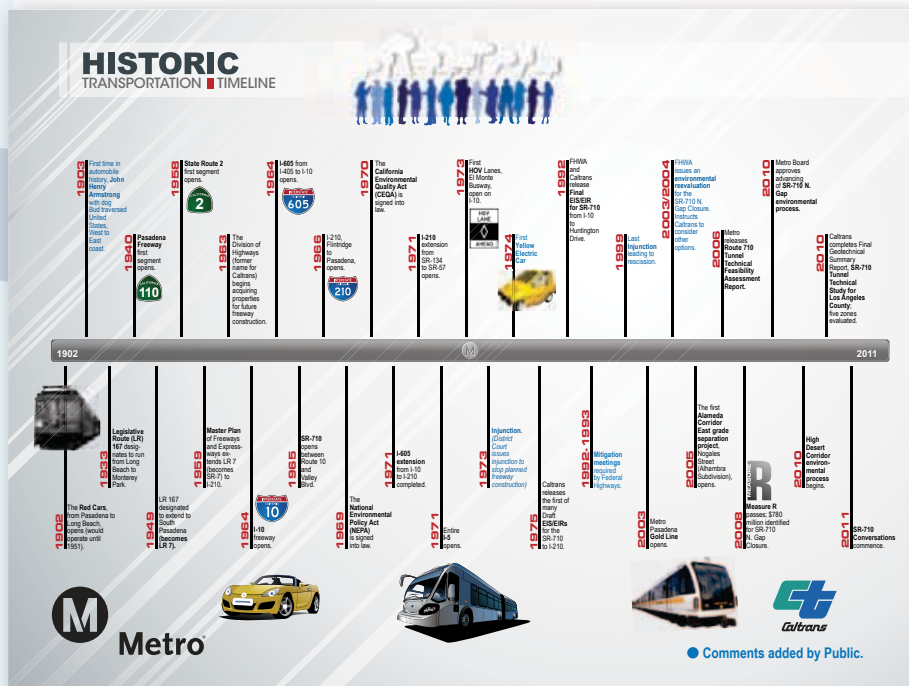
APWA Congress & Exposition Brochure Design



JONES & CO. Branding



DANSURE INC. Branding



METRO Historic Transportation Timeline Board Design



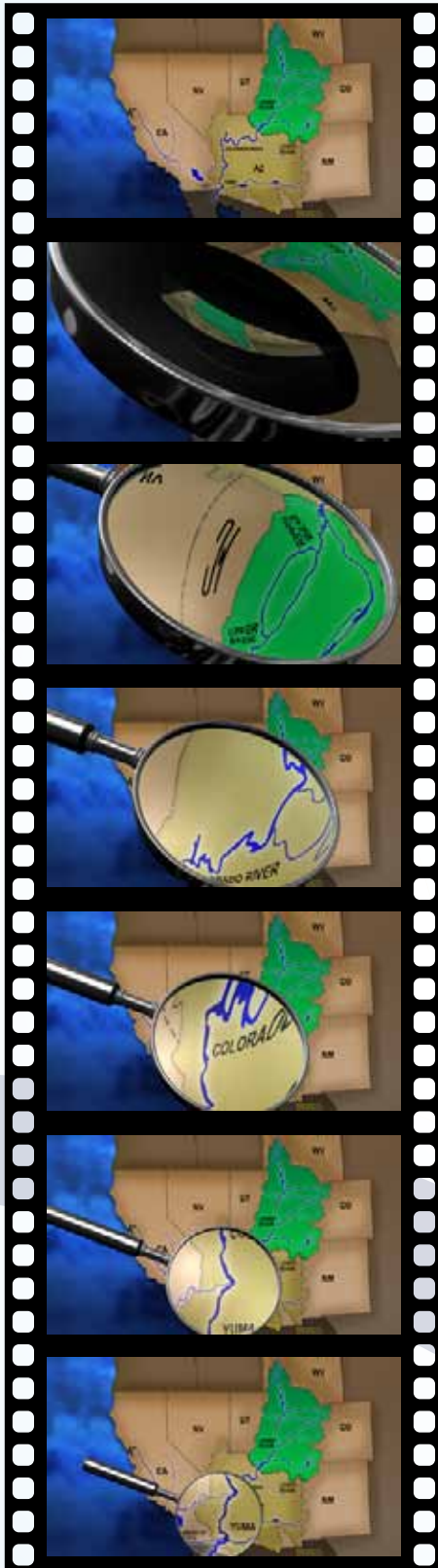
thinkproducts Slide Design



OMNITRANS Public Outreach Flier Design



# 3D ANIMATION EXAMPLES



ALL AMERICAN CANAL  
LINING PROJECT Map Animation



LACCD Video Opening Animation



JACOBS Architectural 3D Animation



RCTC SR-91 Construction



SES LNG Video Animation



MEDICAL BUILDING 3D Flyover



RCTC SR-91 3D Flyover



## 541-4E Commercial Photography Services:



Photography services under this SIN may be used for commercial advertisements and/or illustrations that will appear in books, magazines, and/or other media. Services may include but are not limited to: black and white, color photography, digital photography, aerial photography, architectural photography, still photographs, field and studio photography. Related services such as photo editing and high-resolution scans.



LOS ANGELES COMMUNITY COLLEGE  
DISTRICT Construction Documentation



BNSF RAILWAY

LOS ANGELES COMMUNITY COLLEGE DISTRICT  
Construction Documentation



MAYOR ANTONIO VILLARAIGOSA  
Event Photography



LOS ANGELES COMMUNITY COLLEGE DISTRICT  
Construction Documentation



LA MISSION COMMUNITY COLLEGE  
Grand Opening of the Health and Fitness Center



# PHOTOGRAPHY EXAMPLES



GRAND CANYON RAILWAY



GRAND CANYON RAILWAY



ALAMEDA CORRIDOR Construction



PORT OF LOS ANGELES



BNSF RAILWAY



METRO



ALL AMERICAN CANAL  
LINING PROJECT

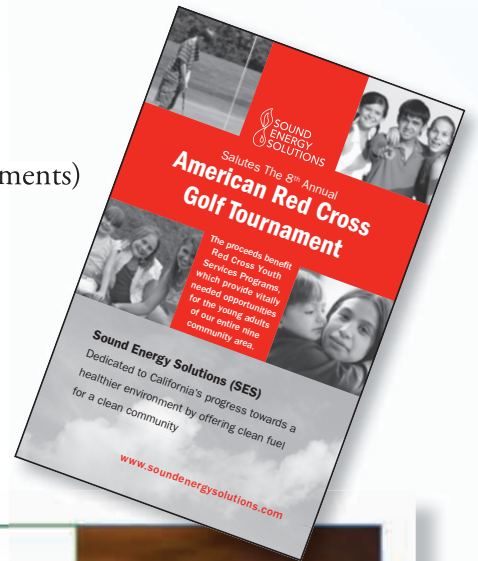


AIR CANADA

### ***541 1 Advertising Services:***

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups, and engage in recruitment campaigns. Services include, but are not limited to the following components:

- Advertising objective determination
- Message decision/creation
- Media selection
- Outdoor marketing and media services
- Broadcast media (Radio, TV and Public Service Announcements)
- Direct mail services
- Media planning and placement services
- Advertising evaluation
- Related activities to advertising services





## 541 4B --- Video/Film Production:



Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required. Examples of services include, but are not limited to: Writing, Directing, Shooting, Arranging for Talent/Animation, Narration, Music and Sound effects, Duplication, Distribution, Video Scoring, and Editing.



BNSF/SOUND TRANSIT Documentary



PORT OF LONG BEACH Interview with Richard Steinke



ALL AMERICAN CANAL LINING PROJECT Documentary



# VIDEO PRODUCTION EXAMPLES



GOLDEN GUARDIAN First Responders Training Drill Video



ALL AMERICAN LINING PROJECT Documentary



BNSF/SOUND TRANSIT "From Seattle to Tacoma" Video



LOS ANGELES COMMUNITY COLLEGE DISTRICT  
District Citizens Oversight Committee Video



PRESIDENT BILL CLINTON at East LA Community College



GOVERNOR ARNOLD SCHWARZENEGGER  
at LA Trade-Tech Community College



BNSF/SOUND TRANSIT "From Seattle to Tacoma" Video

## MBI Media Labor Descriptions

### TASK LEADER

Minimum Education – Bachelors Degree

Minimum Experience – 20 years

#### **Responsibilities:**

Complete overall project responsibility. Highest level liaison between client and MBI staff. Complete understanding of project tasks and deliverables. Final QA/QC signoff. Negotiates client contract.

### SENIOR PROJECT MANAGER

Minimum Education – Bachelors Degree

Minimum Experience – 20 years

#### **Responsibilities:**

The Senior Project Manager will have an expert understanding of project management approaches to manage complex, multi-phased projects, and the flexibility to lead multi-disciplinary, diverse and dynamic teams to deliver integrated solutions. Additional responsibilities include defining a project approach, developing an associated project plan, ensuring that profitability objectives are met, and identifying opportunities to grow current business relationships.

### PROJECT MANAGER

Minimum Education – Bachelors Degree

 Minimum Experience – 5 years

#### **Responsibilities:**

Manages project operations, ensuring schedules are met and system resources are used effectively. Responsible for overall planning, design, and management of the specific task order(s), including supervision of a project team. Manages client relationships.







## ACCOUNT COORDINATOR

Minimum Education – Associates Degree  
Minimum Experience – 2 years



### Responsibilities:

Position responsibilities include tracking specific accounts and supporting the production and project managers as needed. Facilitate internal requests from all departments setup meetings, organize agenda, take notes and follow up with “to do” list for meeting participants with deadlines. Work to meet or exceed client expectations. Actively seek and implement new ways to improve the project development process.



## ADMINISTRATIVE ASSISTANT

Minimum Education – Associates Degree  
Minimum Experience – 2 years

### Responsibilities:

Ability to assist administratively where needed. Competent in the Microsoft suite, able to make follow up phone calls and assist project manager as needed.



## PRODUCER

Minimum Education – Bachelors Degree  
Minimum Experience – 15 years

### Responsibilities:

Manages the production process interacting with client, crew and outside vendors. Insures that the projects are completed on time and on budget delivering a product that meets the client’s needs.



## DIRECTOR

Minimum Education – Bachelors Degree  
Minimum Experience – 15 years

### Responsibilities:

Responsible for the technical aspects of the production including talent performance, camera, lighting and audio quality. The director supervises the crew during production and the editor during post production.





## VIDEO CAMERA OPERATOR

Minimum Education – Associates Degree

Minimum Experience – 5 years

### Responsibilities:

Must have extensive knowledge of shooting and recording news and video. The camera operator must have excellent lighting knowledge to work directly with the lighting crews. The camera operator is responsible for the shoot set up and tear down. Must work with the camera assistant to ensure that the quality of the filming has been done correctly and also must oversee audio is recorded properly. Cameraman oversees the cameras being used to ensure that they are in perfect working order and performs the shoot setup under the direction of the Director.



## AUDIO ENGINEER

Minimum Education – Bachelors Degree

Minimum Experience – 5 years

### Responsibilities:

Responsible for recording quality audio during the production including mike selection and placement.



## EDITOR

Minimum Education – Associates Degree

Minimum Experience – 5 years

### Responsibilities:

Experienced in the full suite of editing services to include, video transfers and duplication, and editing the project to its completion. Work includes digitizing video to necessary format. Review material and log, record audio voiceovers, insert music, editing the raw video, generating copies, loading all video shots.



## WRITER

Minimum Education – Bachelors Degree  
Minimum Experience – 10 years

### Responsibilities:

Responsible for providing a final script for production. The writer meets with the client to assess their needs, researches the subject matter through interviews and review of printed material, provides a treatment, rough drafts and final script.

## NARRATOR

Minimum Education – Bachelors Degree  
Minimum Experience – 10 years

### Responsibilities:

Responsible for being the “voice” of the production. Must have a voice that is animated and easy to understand. Ability to pronounce words and grab the attention of the viewer through audio.



## PRODUCTION ASSISTANT

Minimum Education – Associates Degree  
Minimum Experience – 2 years

### Responsibilities:

Position responsibilities include assisting the camera operator and producer in the field by taking detailed notes and helping with equipment. In addition, administrative office functions include logging and digitizing as well as follow up for production and project managers as needed.

## 3D ANIMATOR/GRAPHICS

Minimum Education – Associates Degree  
Minimum Experience – 3 years

### Responsibilities:

Provides creative animations that are lifelike and are used for videos, webcasts, CDROMS, and DVD. Responsible for creating graphics and animations that are intricate in design and appealing to the eye.







## **GRAPHIC DESIGNER**

Minimum Education – Bachelors Degree  
Minimum Experience – 5 years

### **Responsibilities:**

Design and propose creative elements for visual purposes in printed collateral, signage, web, outdoor, maps and photo shoots. Create layout comps, rough and presentation material as requested. Electronically build, create and assemble various print projects in accordance client specifications. Propose creative concept elements for potential and new projects. Prepare images using scanners and or digital photography. Prepare client proofs for approval. Make corrections and modifications to client proofs as requested. Develop and maintain collection of electronic collateral.

## **PHOTOGRAPHER**

Minimum Education – Bachelors Degree  
Minimum Experience – 5 years

### **Responsibilities:**

Prepare photo shoot setting (lighting, backdrops, etc...) and product/subject, shoot photos. Color correction and adjustments of digital images for high-resolution placement in final layout. Requires technical knowledge of and experience with digital cameras and slide film camera's, art of photography, and Photoshop.

## **PHOTO ASSISTANT**

Minimum Education – Associates Degree  
Minimum Experience – 2 years

### **Responsibilities:**

Position responsibilities include assisting a photographer in the field by taking detailed notes and helping with equipment. In addition, administrative office functions include photo/web processing as well as follow up for production and project managers as needed.

## **WEB MASTER/ADMINISTRATOR**

Minimum Education – Bachelors Degree

Minimum Experience – 5 years

### **Responsibilities:**

Five years of experience designing and coding HTML pages and preparing Web-ready graphics files. Strong knowledge of Web-related technologies and techniques. Skilled in HTML, JavaScript, and additional Web-standard scripting languages and template building techniques. Knowledge of usability/accessibility standards of user interface development in order to produce code compliant for Section 508 accessibility; may work with development tools that aid in this process.

## **WEB DESIGNER**

Minimum Education – Bachelors Degree

Minimum Experience – 5 years

### **Responsibilities:**

Performs a variety of moderately complex tasks related to developing and maintaining client Internet and/or Intranet sites. Activities include, but are not limited to, designing, creating, and maintaining Internet or Intranet sites and/or products. Experience and knowledge of professional Web design programs, including Adobe Photoshop, and Macromedia Dreamweaver and Flash.

## **LIBRARY ADMINISTRATOR**

Minimum Education – Associates Degree

Minimum Experience – 2 years

### **Responsibilities:**

Responsible for maintaining and updating digital photo library images in an organized file structure. Must understand the basics of photography and the composition of a photograph. Able to work in Adobe Photoshop and understand metadata.

